

Faith-Based Subcommittee

Chair, Gus Augustus, Mayor's Office of Faith-Based and Community Initiatives

WHO

The purpose of the Faith-Based subcommittee is to reach out to and encourage Census participation among Baltimore City's faith communities. There are over 1900 active faith institutions in the city¹ representing many different faiths. It is estimated that 80% of the city's religious residents identify as Christian, either Catholic or Protestant or Othodox, 12% are Jewish, 5% are Muslim, and Buddhist and Hindu's each comprise less than 1%. The faith-based institutions and organizations in the city are incredibly diverse in purpose, and consequently, their members are diverse as well. The Faith-Based subcommittee will target its outreach efforts on members of faith institutions and parents of parochial school students. Given the diverse nature of the members of the faith community, the target audience is made up of individuals affected by each of the factors identified by the Census Bureau in 2000 as being correlated with low response rates.

The Faith-Based subcommittee will focus its outreach efforts on the faith institutions in the Northwest, Western, and Eastern districts, because these districts had the lowest Mail Response Rates in the 2000 Census. In the Northwest district neighborhoods with the lowest Mail Response Rates in 2000, the percentage of African American residents ranged from 96-98%. In the Western district neighborhoods the percentage ranged from 90-98.7%, and in the Eastern district neighborhoods the percentage ranged from 91-98.6% African American residents². Each of these neighborhoods also had high percentages of renters and non-spousal households, both social characteristics of the hard-to-count factor.

In addition to targeting members of the faith institutions in the most undercounted neighborhoods, the Faith-Based subcommittee will reach out to parents of parochial school students. According to the 2008 American Community Survey, 69.3% of the Baltimore City population was in school, pre-Kindergarten through grade 12. The Faith-Based subcommittee will reach out to the families of students attending the more than 45 parochial schools in Baltimore City.

The Faith-Based Subcommittee will establish partnerships with the following organizations in order to best communicate the importance of the Census to the faith community: Archdioceses of Baltimore, Episcopal Church, United Methodist Church, Interdenominational Ministerial Alliance, Baltimore United in Leadership Development (BUILD), National Association for the Advancement of Colored People (NAACP), Greater Baltimore Urban League (GBUL), Baltimore Jewish Council, Baltimore Muslim Association, Buddhist Network of Greater Baltimore and the Ministerial Alliance of AME Church. These umbrella groups represent many of the major religious institutions in the city, in addition to a few non-profit organizations which service large numbers of religious residents.

¹ Mayor's Office of Community and Human Development database

² Maryland Department of Planning, Data Center

HOW

The Faith-Based subcommittee's outreach strategy will involve crafting a message regarding the importance and safety of filling out the Census, and developing partnerships with umbrella faith organizations that can best communicate the message to the city's faithful.

Reach out to leaders of Faith-based Institutions

- Involve the Mayor's Interfaith Advisory Group on the Complete Count Campaign and the importance of getting a complete count of Baltimore city's diverse population.
- Provide leaders with Census promotional materials to provide to their congregants.
- Develop and gather existing Census promotional materials to distribute to the city's worship centers.
- Census flyers and brochures which can be included as inserts in church bulletins and be accessed on the churches websites.
- Distribute video/DVD discussing the importance of the Census

Integrate message with Service provision

- Include Census informational brochures in all Virtual Supermarket Project grocery bags. Include Census message in all faith-based e-mail blasts.

Utilize power to generate volunteers

- Develop a network of "Census Volunteer Coordinators" who are trusted members of the community and will engage and mobilize their communities around the Census. These volunteer coordinators will ideally be members of faith institutions in the hard-to-count neighborhoods, who have applied, and been approved to work for the US Census Bureau.
- Assist the US Census Bureau in their goal to recruit local community members to fill jobs, and to empower individuals in the hardest to count neighborhoods to reach out and mobilize their neighbors around the importance and safety of the Census.
- Train youth to be effective ambassadors of the Census to their parents, especially to those parents with limited English proficiency.
- Increase the number of faith-based partners with the US Census Bureau.

WHEN

- Census Faith Day
- Youth Ministries Forum: work with church Youth Pastors and Youth Groups to develop a Youth Ministries Forum, organized, and implemented by and for the youth.
- Interfaith Census Breakfast
- MLK Day Parade, January 18, 2010
- State of Maryland's Regional Interfaith Forum, March 16, 2010

WHERE

Archdiocese of Baltimore Hispanic Ministry
Baltimore Hispanic Ministries
Baltimore Spanish Seventh-Day Adventist Church
Bilingual Christian Church
Casa de Restauracion
Centro Cristiano de Adoracion
Centro Evangelico y Misionero

First Bilingual Christian Church of Baltimore
Hamilton Cristian Center Bilingual Assemblies of God
Holy Trinity
Iglesia Bautista de Patterson Park
Iglesia Bautista Hispana de Patterson Park
Iglesia Cristiana Canaan Movimiento Defensores de la Fe
Iglesia Cristiana de Armistead Gardens

Iglesia Cristiana de Armistead Gardens
 Iglesia de Cristo Westside
 Iglesia de Dios (Spanish Church of God of Baltimore)
 Iglesia de Dios de la Profecia
 Iglesia de Dios de la Profecia
 Iglesia de Dios de Pactos de las Asambleas de Dios
 Iglesia de la Roca (Church on the Rock) (spanish ministry?)
 Iglesia de los Tres Santos Reyes (Episcopalian Church)
 Iglesia El Candelero de Oro
 Iglesia Evangelica Renovacion
 Iglesia Los Amigos
 Iglesia Manantiales de la Vida Eterna
 Iglesia Nuevo Renacer
 Iglesia Pentecostal "El Jordan"
 Iglesia Pentecostal de Evangelizacion Misionera
 Iglesia Pentecostal de Restauracion
 Ministerio Una Luz de las Tinieblas
 Our Lady of Pompei
 Resurrection of Our Lord
 Sacred Heart
 St Patrick
 St. Clare, Essex
 St. Clement
 St. Francis de Sales
 St. Gabriel
 St. John Interfaith Center, Oakland Mills
 St. John the Evangelist
 St. John the Evangelist
 St. Joseph
 St. Joseph
 St. Mary/ St. John Neumann
 St. Michael
 St. Michael the Archangel/Overlea
 St. Timothy
 Agape Family Fellowship Center
 Berean Baptist Church
 Christian Temple Baptist Church
 Cornerstone Church of Christ
 Enon Baptist Church
 First Abyssinia Baptist Church
 First St. Stephens Baptist Church
 Fulton Baptist Church
 Genesis Bible Fellowship Church
 Gillis Memorial Christian Community Church
 Good Shephard Baptist Church
 Life Celebration Worship Center
 New Fellowship Christian Community Church
 New Shiloh Baptist Church
 Rehobeth Church of God
 Saint Gregory The Great Church
 Saint James Episcopal Church
 St Mark's Institutional Baptist Church
 Temple Oheb Shalom
 The Emmanuel Church

The Lords Church

